1. A system for inputting, processing and collecting
response information from members of an audience
consisting of

a plurality of audience stations, each station

accommodating a specific audience member and each

station having input means for inputting

information of its audience member, first storage

means for holding its audience member's input,

processor means for processing its audience

member's input and assembling output records that

hold additional information besides said input,

second storage means for holding said output

records, and transmission means for transferring

the output of said second storage means, with at

least some of said stations programmed to process

input information in a predetermined fashion,

a transmission medium for conveying the output of

the transmission means of at least some of said

audience stations, and

at least one data collection station for receiving

the output records of said audience stations,

processing said records, and collecting the

information of said records.

2. The system of claim 1 wherein said transmission
medium is a telephone network and each of said audience
stations has connection means for connecting its
transmission means to said transmission medium.

3. The system of claim 2 wherein each audience station
includes telephone dialing means and initiates telephone

- 558 -

1 communications with a data collection station by dialing
2 a telephone number.

1 4.   The system of claim 3 wherein at least one audience
2 station is preprogrammed with a plurality of telephone
3 numbers, each corresponding to a data collection
4 station, and said audience station initiates telephone
5 communications with a selected data collection station
6 by dialing a select one of said telephone numbers.

1 5.   The system of claim 1 wherein the input means of at
2 least one audience station is a microcomputer that is
3 programmed to process in a predetermined fashion.

1 6.   A method for collecting audience information in a
2 system that consists of a plurality of audience member
3 stations and at least one data collection station, each
4 audience member station accommodating a specific
5 audience member and having input means for inputting
6 information of its audience member, first storage means
7 for holding its audience member's input, processor means
8 for processing its audience member's input and
9 assembling output records that hold additional
10 information besides said input, second storage means for
11 holding said output records, and transmission means for
12 transferring the output of said second storage means,
13 with at least some of said stations programmed to
14 process input information in a predetermined fashion and
15 to transfer associated record information to a data
16 collection station, consisting of the steps of:
17   programming each audience member's station with
18   specific data of its audience member,

1   programming each audience member station to process

2   audience member input information and assemble in a

3   predetermined fashion or fashions record

4   information that includes additional information

5   besides said input information,

6   expressing a statement that prompts audience

7   members to input information, and

8   inputting input information of at least one

9   audience member

10   thereby to cause said audience member's station to

11   process said member's response information, assemble

12   record information that includes additional data besides

13   said response information, and transmit said additional

14   data to said data collection station.

1   7.   A receiver station system for processing

2   information of a member of a broadcast program audience

3   and transferring output to a data collection station at

4   a remote location comprising

5   input means for inputting member information,

6   first memory means for storing said input

7   information,

8   detector means for detecting in a broadcast

9   transmission at least one instruction,

10   processor means operatively connected to said first

11   memory means and said detector means for processing

12   said input information in accordance with said

13   instruction and assembling output records that

14   include additional information besides said input

15   information,

1   second memory means for storing said output

2   records, and

3   transmission means for transmitting said output

4   records to said data collection station.

1   8.   The system of claim 7 wherein the transmission

2 medium is a telephone network and each of said system

3 has connection means for connecting its transmission

4 means to said network.

1   9.   The system of claim 8 wherein said system includes

2 telephone dialing means and initiates telephone

3 communications with a data collection station by dialing

4 the telephone number of said collection station.

1   10. A receiver station system for processing

2 information of a member of a broadcast program audience

3 and transferring output to a data collection station at

4 a remote location comprising

5   input means for inputting member information,

6   first memory means for storing said input

7   information,

8   detector means for detecting in a broadcast

9   transmission at least one datum,

10   processor means operatively connected to said first

11   memory means and said detector means for processing

12   said input information and said datum and

13   assembling output records that include additional

14   information besides said input information,

15   second memory means for storing said output

16   records, and

transmission means for transmitting said output

records to said data collection station.

11. The system of claim 10 wherein the transmission medium is a telephone network and each of said system has connection means for connecting its transmission means to said network.

12. The system of claim 11 wherein said system includes telephone dialing means and initiates telephone communications with a data collection station by dialing a specific telephone number.

13. A receiver station system for processing information of a member of a broadcast program audience and transferring output to a data collection station at a remote location comprising

first memory means for storing first information of said member,

first processor means for processing said first information and assembling output records that include additional information besides said first information,

second memory means for storing said output records,

transmission means for transmitting said output records to said data collection station,

detector means for detecting in a broadcast transmission at least one instruction, and

second processor means operatively connected to said transmission means and said detector means for causing said transmission means to transmit said

1 additional information in response to said

2 instruction.

1 14. The system of claim 13 wherein the transmission

2 medium is a telephone network and said system has

3 connection means for connecting its transmission means

4 to said network.

1 15. The system of claim 14 wherein said system includes

2 telephone dialing means and initiates telephone

3 communications with a data collection station by dialing

4 a specific telephone number.

1 16. A receiver station system for processing

2 information of a member of a broadcast program audience

3 and transferring output to a data collection station at

4 a remote location comprising

5   input means for inputting member information,

6   first memory means for storing said input

7   information,

8   detector means for detecting in a broadcast

9   transmission at least one datum,

10   processor means operatively connected to said first

11   memory means and said detector means for processing

12   said input information and said datum and

13   assembling output records that include additional

14   information besides said input information,

15   second memory means for storing said output

16   records,

17   transmission means for transmitting said output

18   records to said data collection station,

1   detector means for detecting in a broadcast

2   transmission at least one instruction, and

3   second processor means operatively connected to

4   said transmission means and said detector means for

5   causing said transmission means to transmit said

6   additional information in response to said

7   instruction.

1   17. The system of claim 16 wherein the transmission

2   medium is a telephone network and said system has

3   connection means for connecting its transmission means

4   to said network.

1   18. The system of claim 17 wherein said system includes

2   telephone dialing means and initiates telephone

3   communications with a data collection station by dialing

4   a specific telephone number.

1   19. The system of claim 9 or claim 12 or claim 15 or

2   claim 18 wherein said system is preprogrammed with a

3   plurality of telephone numbers, each corresponding to a

4   data collection station, and said audience station

5   initiates telephone communications with a selected data

6   collection station by dialing a selected telephone

7   number.

1   20. The system of claim 9 or claim 15 or claim 18

2   wherein said system is preprogrammed with a plurality of

3   telephone numbers, each corresponding to a data

4   collection station, and said last named instruction

5   causes said audience station to initiate telephone

6   communications with a selected data collection station

7   by dialing a selected telephone number.

1   21.   A method for collecting information about

2   programming use and usage at the station of a potential

3   broadcast programming audience member, said member

4   station including at least one input means for inputting

5   information of an audience member, one detector means

6   for detecting information of programming, one processor

7   for processing information and controlling apparatus of

8   said station, one output means for outputting

9   programming to a member, and one transmission means for

10   transmitting output to a remote station, said member

11   station being programmed to transfer information about

12   programming use and usage to a remote station that

13   collects data for use in statistics, consisting of the

14   steps of:

15   programming said member station to hold

16   information of an audience member,

17   programming said station to search for

18   information that identifies programming,

19   inputting information of the presence of an

20   audience member,

21   detecting information of the identity of

22   specific programming outputted at said output

23   means, and

24   transmitting said information of member

25   presence and programming identity to said

26   remote station

27   thereby to cause said remote station to collect

28   information of the presence of an audience member and of

29   the identity of programming outputted to said member.

1   22. The method of claim 21 including the additional

2   steps of:

3   inputting information of the attentiveness or

4   degree of information interest of said

5   audience member and

6   transmitting said information to said remote

7   station

8   thereby to cause said remote station to collect

9   information of attentiveness or degree of interest of

10   said audience member in said programming.

1   23. The method of claims 21 or 22 wherein any portion

2   of said information of presence, attentiveness, or

3   degree of interest is inputted by a physical motion of

4   said member.

1   24. The method of claim 21 wherein said member station

2   transmits information to said remote station only

3   periodically and includes memory means to hold record

4   information during times when said member station is not

5   transmitting information to said remote station,

6   including the additional step of causing said memory

7   means to transmit its record information to said remote

8   station.

1   25. The method of claim 24 wherein said member station

2   has capacity to initiate transmission of information to

3   said remote station, including the additional step of

4   causing said member station to initiate transmission to

5   said remote station.

1   26. The method of claim 25 wherein said member station

2   has capacity to determine the degree of fullness of said

memory means, including the additional step of causing
said station to initiate transmission of information to
said remote station after said means reaches a specific
degree of fullness.

27. The method of claim 24 wherein said member station
has capacity for selectively transmitting information to
said remote station, including the additional step of
discarding duplicate information.

28. The method of claim 27 including the additional
step of counting duplicate information.

29. The method of claim 24 wherein said member station
has clock means, including the additional step of
inputting time information to said memory means.

30. The method of claim 21 wherein said station has a
plurality of output means for outputting programming to
a member and capacity for outputting programming
selectively, including the additional steps of
identifying which output means outputs identified
programming and transmitting information that identifies
said output means.

31. The method of claim 24 wherein said station has
capacity for evaluating how equipment operates in
conjunction with an input of information of presence,
attentiveness, or degree of interest or a detection of
the identity of output programming, including the
additional step of inputting to said memory means
information that indicates specific equipment actuated
and/or what affect actuation has.

- 567 -

573

1 32. A method for collecting response information in a

2 system that consists of at least one mass medium

3 programming transmission station, a plurality of

4 audience stations, and at least one data collection

5 station, with each audience station serving at least one

6 audience member and including at least one mass medium

7 programming receiver, one output means for outputting

8 mass medium programming to its audience member, one

9 input means for inputting information of said member,

10 one detector means for detecting instructions associated

11 with mass medium programming transmission, one processor

12 for processing information and controlling apparatus of

13 said station, and one transmission means for

14 transmitting data to said data collection station, and

15 with at least some of said audience stations having

16 capacity to respond selectively to detected instruct-to-

17 respond signals, consisting of the steps of:

18   programming at least some of said audience

19   stations to hold information of an audience

20   member and to respond to instructions signals

21   associated with a mass medium programming

22   transmission,

23   programming at least one of said last named

24   stations to process information it holds in

25   response to an instruct-to-respond signal,

26   transmitting mass medium programming that

27   elicits audience interest or information

28   preference reactions,

- 568 -

1   receiving said transmission at a plurality of

2   said audience stations and outputting the

3   corresponding mass medium programming,

4   transmitting to said plurality of audience

5   stations an instruct-to-respond signal,

6   inputting information of the interest or

7   preference of an audience member at a selected

8   audience station that is programmed to hold

9   information of an audience member and to

10   respond to instruction signals associated with

11   a mass medium programming transmission,

12   detecting the presence of said instruct-to-

13   respond signal at said selected audience

14   station and combining information of said

15   signal to at least one processor of said

16   station,

17   causing said station to process its

18   information of the interest or preference of

19   said audience member and assemble record

20   information that includes response information

21   other than said information of interest or

22   preference,

23   transmitting at least a portion of said record

24   information to said data collection station,

25   and

26   collecting information of said last named

27   transmission at said data collection station,

28 thereby to cause said data collection station to collect

29 at least a portion of said response information.

33. In a method for collecting response information in a system that consists of at least one mass medium programming transmission station, a plurality of audience stations, and at least one data collection station; with each audience station serving at least one audience member and including at least one mass medium programming receiver, one output means for outputting mass medium programming to its audience member, one input means for inputting information of said member, one detector means for detecting instructions associated with mass medium programming transmission, one processor for processing information and controlling apparatus of said station, and one transmission means for transmitting data to said data collection station, and with at least some of said audience stations having capacity to respond selectively to detected instruct-to-respond signals; and wherein at least some of said last named audience stations are programmed to hold information of an audience member and to respond to instructions signals associated with a mass medium programming transmission, at least one of said some is programmed to process information it holds in response to an instruct-to-respond signal, a transmission station transmits mass medium programming that elicits audience interest or information preference reactions, a plurality of said audience stations receive said transmission and output the corresponding mass medium programming, and information of the interest or preference of an audience member is inputted at a

- 570 -

selected audience station that is programmed to hold
information of an audience member and to respond to
instruction signals associated with a mass medium
programming transmission, the steps of:

transmitting to said plurality of audience
stations an instruct-to-respond signal, and
causing said selected audience station to
detect the presence of said instruct-to-
respond signal, combine information of said
signal to at least one processor of said
station, process its information of the
interest or preference of said audience member
and assemble record information that includes
response information other than said
information of interest or preference, and
transmit at least a portion of said record
information to said data collection station,
and causing said data collection station to
collect information of said last named
transmission, thereby to cause said data
collection station to collect at least a
portion said response information.

34. A method of processing control signals and
controlling equipment at a remote site based on
broadcast transmissions including:

(a) the step of receiving at said remote site a
broadcast carrier transmission;

1　　　　(b)　　the step of demodulating said broadcast

2　carrier transmission to detect an information

3　transmission therein;

4　　　　(c)　　the step of detecting and identifying at said

5　remote site control signals associated with said

6　information transmission;

7　　　　(d)　　the step of passing at least a portion of said

8　control signals to a computer control means at said

9　remote site;

10　　　　(e)　　the step of said computer control means

11　determining based on instructions included in said

12　control signals whether receiver means at said remote

13　site is operating; and

14　　　　(f)　　the step of directing, based on the result of

15　said determination step, said information transmission

16　and a selected portion of said control signals to (1)

17　said receiver means and associated computer equipment or

18　(2) a recorder means activated by said computer control

19　means.

1　35.　A method of processing control signals and

2　controlling equipment at a remote site based on a

3　broadcast transmission, including:

4　　　　(a)　　the step of receiving at a remote site a

5　broadcast carrier transmission;

6　　　　(b)　　the step of demodulating said broadcast

7　carrier transmission to detect an information

8　transmission therein;

1   (c)   the step of detecting and identifying at said

2 remote site control signals associated with said

3 information transmission;

4   (d)   the step of passing at least a portion of

5 control signals to a computer control means at said

6 remote site;

7   (e)   the step of comparing a selected position of

8 said control signals with a code inputed into said

9 computer control means on the basis of information

10 contained in said information transmission; and

11   (f)   the step of activating a printing means when

12 the comparison step provides a match between the

13 inputted code and the selected portion of the control

14 signals.

1 36.   A method of processing control signals and

2 controlling equipment at a remote site based on a

3 broadcast transmission including:

4   (a)   a step of receiving at said remote site a

5 broadcast carrier transmission;

6   (b)   the step of demodulating said broadcast

7 carrier transmission to detect an encrypted information

8 transmission therein;

9   (c)   the step of detecting and identifying at said

10 remote site control signals associated with said

11 encrypted information transmission;

12   (d)   the step of passing at least a portion of said

13 control signals to a computer control means at said

14 remote site

1   (e)   the step of said computer means identifying

2   the remote site receiver, determining an identification

3   code for said remote site receiver and comparing said

4   identification code for said remote site receiver to a

5   list of authorized information recipients;

6   (f)   the step of said computer means directing a

7   selected portion of said control signals to a decryptor

8   means based on a favorable result of said identification

9   step; and

10   (g)   the step of decrypting said information

11   transmission.